



SIMON FRASER UNIVERSITY

Brochure

<http://www.bottledmedia.ca>

Bottled

Project Overview

"Bottled Media" is a diverse exploration of alienation and its consistent presence in modern society. Comprised of various sub-themes, this project illustrates alienation through small, personal art works. While each project portrays a unique perspective, numerous digital mediums are also utilized; these include comic forms, film, flash sequences, and 3D animation.

The inspiration for "Bottled Media" stems from the idea of a message-in-a-bottle. More specifically, one might see this concept as a metaphor for desired contact or societal integration. We expand on this metaphor through a set of unique interactions, which guide the users' emotional and psychological state to be more empathetic to alienation. The process begins when a user draws a bottle and its respective message from a fountain. Each bottled message holds a code that links to a corresponding project. Audiences will input these codes at a kiosk located near the fountain, and view or interact with the corresponding project. These viewed projects will be displayed on large projected screens around the fountain.



Marketing



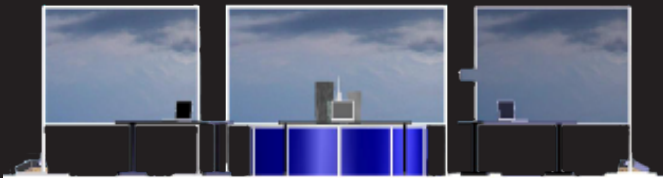
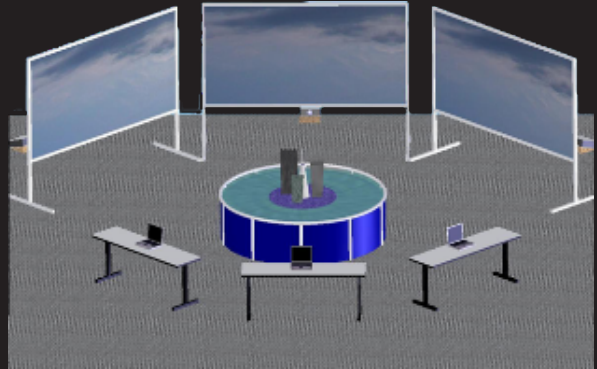
The project will be positioned as an interactive and innovative art installation to increase student-awareness of alienation issues. The event is marketed to SFU Burnaby students as an opportunity to view SIAT work.

The project's secondary organizational slant will consist of word of mouth marketing. The project will have a pre-launch website that will create anticipation for the website launch. The event will also gain attraction through mass media such as television, radio and newspapers

Physical Installation

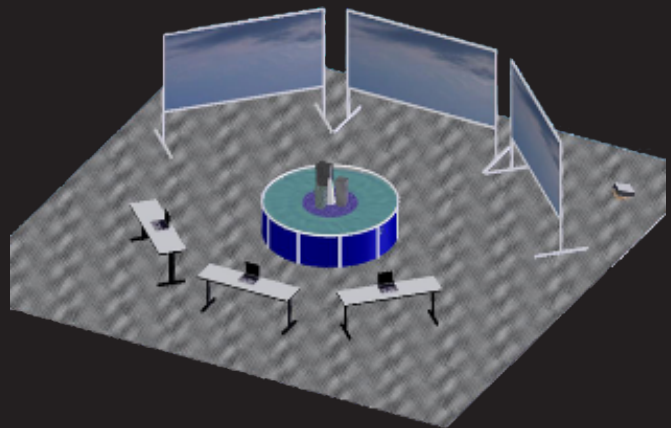
August 2nd, 2007
from 11 am to 4 pm
SFU Burnaby Convocation Mall

The installation will consist of a circular plane that acts as a fountain; a pump will be fixated below and will serve to drive water through the center of the plane.



Further, this plane will have a slight lip, and holes placed randomly on the surface for bottles to rest in.

This plane will be mounted over a basin, which will collect falling water, and circulate it back by means of the pump



Web Site

www.bottledmedia.ca

REACH
RECONSIDER
RENEW



BOTTLED MEDIA

Launch Day: August 2nd 2007 11:00-16:00
Location: SFU Burnaby Convocation Mall



the SURFACE (Overview)



the BOTTLES (Installation)



the MESSAGE (Content)



the RELEASE (Event)



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After the instillation, the webpage will supplement our project for future viewings. It will have a fluid design based on percentage ratios; the appearance will adjust as its scale changes. Individual projects can expect at least 640 by 480 screen space at all times, and every project will be represented by a virtual bottle.

Geographical Theme

These projects will provide insight into implicit cross-cultural differences by virtue of origin. This will be accomplished through multicultural explorations pertaining to the physical, emotional, and cognitive facets of humanity.



Home?

This project is a three-part narrative that explores the problems inherent in immigrating to a new country and the resulting alienation that can arise due to cultural differences.

The project is a multiple-choice quiz that will test the participant's knowledge of cultural differences and symbols. The user begins by selecting a location from a world map, is presented with a situation, and then challenged to react in the most politically correct manner.

Gesture Trivia Challenge

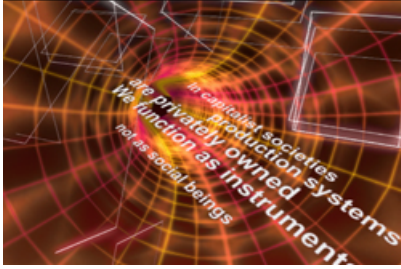


Banned Media Map

The project will consist of a world map that allows the user to select a country and view a list of the media banned by the country's government.

Political Theme

This team uses clever, concise art pieces that address current issues. Each piece demonstrates a form of discrimination evident in Canada's political structure.



Alienation in the Labor Process

We as people have accepted industrialization as our method for "our part" in communal work effort. However, this contribution suggests that this be by implication a social function, when in fact our system filters this work benefit to privately owned sectors, and the minority benefit from the majorities work.



Tuition Fees

Students suffer tremendous drawbacks when seeking education in foreign countries. This project looks at the logistics behind the problems faced when becoming an international student, and tries to publicize this situation.



Blue Collar Heroes

Knowledge, although potentially biased by culture or location, is still the foundation of our society and believed to be the key to the future. Knowledge, however, is not always recognized when seen. This project takes a look at those who work blue-collar jobs, yet have higher level education from that is unrecognized in their current country of residence. Unable to use the knowledge they possess, these blue collar heroes sit dormant among us, waiting for the chance to shine.

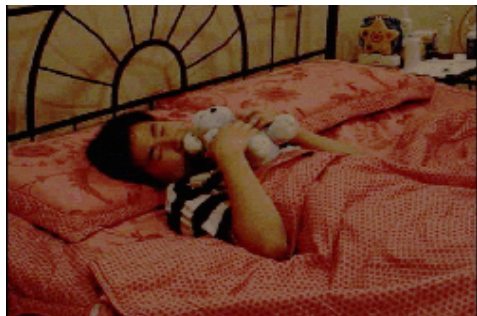
Psychological Theme

Exploring only a few elements of psychology, the main task of this team is to demonstrate the implicit alienation in having a mental deficiency. Accomplished through related mediums, perspectives will be established through the devastating effects of OCD, addiction, and other disorders.

This project is an interactive narrative in the form of a hyper-comic. With a combination of digitally manipulated photographs and video, this project will immerse viewers into the experience of addiction.



Playing the Odds



This project is a stop motion production that conveys some of the effects of OCD. Further, the content will explore how OCD can detach a person from the social norms. The viewer should gain an understanding of what it is like to have OCD through the viewing of this film.

Living the Moments

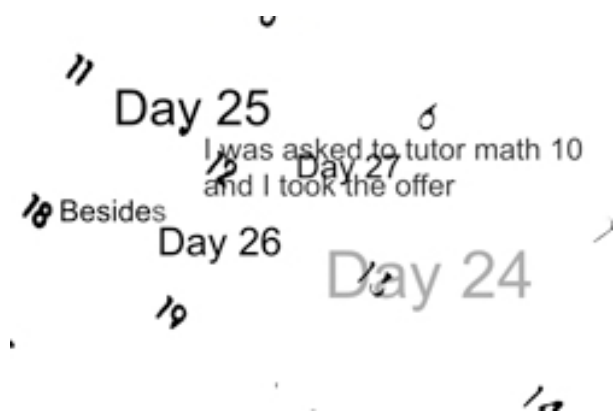
This project is a visual interpretation of the effects that verbal comments have on self image. It serves as a literal display of how social commentary changes a person's view of them-self.



Eye of the Beholder

Social Theme

Taking a step directly into societal hierarchy, this team will dissect and euphemize the hypocrisies and idiosyncrasies that have fallen into each social microcosm of our lives, from high school to the world around us.

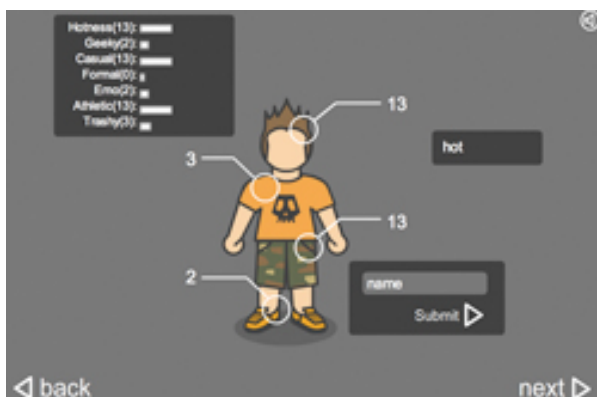


Untold Story

Untold Story is a composition of text that will represent the emotions of a fictional student. The composition of text will be displayed in rhythm to a soundtrack. The user will be exposed to the emotions that an individual feels from being an outcast and constantly humiliated by her peers. This will all be conveyed using text, while size, position, and transitioning plays a crucial role.

Singles Awareness Day

Singles' Awareness Day is a comedic short for those who find themselves alone on Valentine's Day. Although this video is lined with humor, serious issues are raised. For example, pressure from family members to get married, and the importance for males to carry on their family name are focal points in this video.



High School Tribes

High School Tribes is an avatar creation tool. These avatars are constructed by using pre-made graphics, after which the user sends their character into a virtual school. Here they will discover which social clique they belong to.

Technological Theme



iGnored

People tend to ignore the world around them or shirk responsibilities when engrossed in a game, or listening to music. "Zoning out" is a frequent occurrence, and this project pokes fun, while raising awareness of, people who do this regularly. Alternately, this project functions as a parody of Apple's iPod marketing campaign.



Gamer Addiction

Taking audio clips from a specific South Park episode, this project is presented in an overtly humorous manner through typography. The South Park sound clips touch on gamer addiction, specifically targeting the WoW audience in a satirical way.

The many facets of technology have stemmed new cultural structure, economy, virtual property, and diversity, while completely reforming social habits, interactions, communication, and education. It is to this world of virtual existence that this dissects, displaying some of the more obvious downsides to the modern trend of technological dependence.



Family Time

This project consists of an interactive cross-sectioned house. The player witnesses family members doing typical activities that draw largely from technology. The user is able to restrict such activities so as to encourage a more personal interaction.

Who are we?

Bluebox is a collective of SFU Surrey's interaction design and new media students. We specialize in art house production within immersive environments, utilizing various media such as 3D animations, video, audio, and graphic imagery.

Producers

Meehae Song
Steven Barnes

Project Managers

Angelus Chang
Royce Benson Sin

Creative Directors

Drew Alan Batcheller
Kurtis Jameson Beard

Marketing

Angela Mei Yin Chan
Ashish Gurung

Web/UI

Tzu-Ang Huang
Lu Ma
Micky Tang
Frankie Long Ki Yan

Phototyping

Nathan Kwon Fung Cheng
Kin Terry Chow
Kevin Kai Shing Fan
Kelvin Mao-fu Tu

Archiving

Stephanie Marie Yin

Geographical Team

David Immanuel De Ocampo
Andrew Kevin Wong
Marie Shih Kei Wong

Political Theme

Ji Yuan Mike Feng
Kin Ting Liu
Li Yang
Yu-Fan Lai

Psychological Theme

Chi-Wei Michael Chang
Katherine Anne Duda
Ruby Chang
Yew En Chia

Social Theme

Karen Hoi-Yan Yuen
Timothy Chi-Yun Chang
Yohei Shimomae

Technological Theme

Darrell Hogan Yeo
Scott Xiang Ko
Simon Sai-Ming Lee
Wing Yee Erica Wong

The logo for Simon Fraser University, consisting of the letters "SFU" in white on a red rectangular background.

SIMON FRASER UNIVERSITY

Drew Batcheller
Kurtis Beard

Tel: 778.836.7279

Email: bottled-media@sfu.ca

Brochure design: Angela Chan ~ Graphics design: Erica Wong, Karen Yuen, Kelvin Tu, Kevin Fan, Lu Ma,
Nathan Cheng, Tim Chang, Yohei Shimomae ~ Logo design: Micky Tang ~ Text: Drew Batcheller, Kurtis Beard

BottledMedia